# IPDC NEWSLETTER

**INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION**

**Volume 2** **N°3 • 1991**

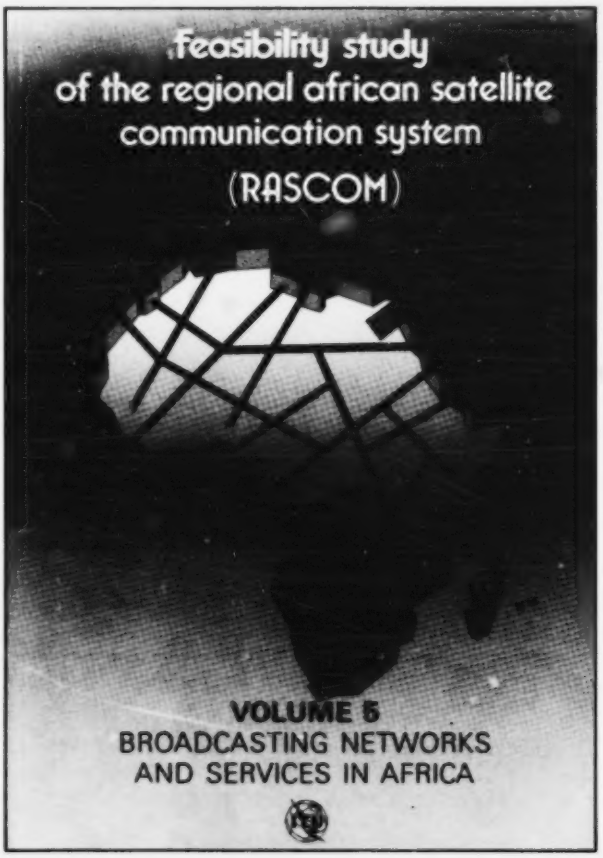

# Rascom : A Satellite for Africa

Will Africa soon have its own communication satellite ? Perhaps. For the time being, it has seen the completion of the feasibility study on *Rascom*, acronym for Regional African Satellite Communication System. The Geneva based ITU, the International Telecommunications Union, is acting as executing agency for the project.

The study was carried through by an inter-institutional coordinating committee comprising the African Development Bank, the African Civil Aviation Commission, the U.N. Economic Commission for Africa, the Organization of Africa Unity, the United Nations Development Programme, the African Union of Posts and Telecommunications, Unesco,the Pan-African Telecommunications Union, and the Union of National Radio and Television Organizations of Africa.

This vast undertaking to modernize national and inter-African telecommunications, covering a continent of more than 30 million square kilometers, figures among the top priorities of the United Nations Second Decade for the Development of Transport and Communication in Africa, Untacda II, which will end in 1995.

An appeal to finance the feasibility study brought contributions from most of the bodies just listed, plus Germany and Italy, and together they put the $7 million required into the kitty. The outcome of the stake is a thick and virtually exhaustive report. Some 600 experts in 50 countries were consulted and help was called in from a dozen bodies in North and South who had wide experience of telecommunications and the construction and launching of rockets, as well as in the exploitation, management and maintenance, training and tariff-setting involved in this complex field.




Thus European Satellite Consulting Organisation (ESCO) and Telecommunication Consultants India Ltd., acting as consultants, examined economic and financial questions (should the satellite be bought or hired ?), as well as the legal, social and technical aspects of the dossier. The report also provides a synthesis of the data on infrastructures which exist or will have to be set up, garnered from national committees generally formed around ministries concerned with posts and telecommunications, transport, communication and planning.

*Rascom* will have useful life of seven years and cost an estimated $800 million, including ground installations. This high sum should be seen in context. That is to say, set against the incalculable economies and facilities offered by the operational power of a geostationary satellite to the few out of Africa's 51 states now equipped to benefit. The rôle in today's world of telecommunications and its services - transmission of messages and data, facsimiles, telexes, electronic mailboxes, etc. - is well known. So is the importance of radio and television. Then there are the extra benefits of digitalization for the telephone, for television and the treatment of images in general and for radio (among others, the ease of stereophonic listening). There is the possibility of remote sensing, of television for rural populations and for distance teaching as well as for the numberless services spun off by meteorology : for air navigation control, for agriculture and for the protection of the environment. And the list does not end there.

Apart from the current network's cost, inadequacies and gaps in provision mainly due to it involving the hybrid *Panaftel* (Panafrican Telecommunication Network) in difficult coexistence with ground relays through multiple link-ups by submarine cable and satellite, it does not measure up to the new demand, despite its capacities.

The feasibility study for

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*Rascom*, which was sent for advice, comment and possible modification to governments and other partners in November, should now be brought down to a small number of major options. The ministers responsible, meeting in the new Nigerian capital of Abuja from February 5 to 7, drew up a master plan for follow-up to the study and especially for the stage when what is decided is put into action. This should finally lead to the adoption of specifications (tor putting out to tender) and a management structure, provisional at first, but becoming permanent as the project advances.

At Abuja, the partners in this "adventure" put an end to the uncertainties and unanswered questions on the financing of the Panafrican telecommunication satellite : each State will pay a share of little more than $10.000. Nigeria has offered to host the *Rascom* headquarters and the interim team in charge of the project in Geneva has been instructed to consult with *Arabsat*, *Intersat* and other specialized bodies so as to carry out a study on uniform use of domestic relays now in operation. Lastly, the secretary-general of the UN Economic Commission for Africa will convene another conference of ministers of telecommunications to take the final decision to launch the project. ■



## Secretariat

• Along with the creation of the new Unesco sector of Communication, Information and Informatics (CII), headed by Assistant Director-General *Henrikas Yushkiavitshus* since September 3, have come a number of important changes - appointments, promotions and postings - in this field of the Organization's competence.

At Paris headquarters, the Division of Communication and Free Flow of Information becomes the Communication Division, with *Alan Hancock* as its Director. *Babacar Fall*, formerly coordinator of the Wanad project to develop news agencies in West Africa, now handles African affairs, aided by ex-Bureau of Personnel trainee *Gervasio Kaliwo*.

In the field, credits on the last page of this number indicate who and where are Unesco regional communication advisors. Changes to note include :

- in Africa, *Johnny McClain* transfers his post from Dakar, Senegal, to Yaoundé, Cameroon, where he is also Unesco representative ; *Alonso Aznar* leaves headquarters for Nairobi, Kenya, where he takes responsability for East Africa ; *Ed M. Moyo* goes from Nairobi to Windhoek, Namibia, where he deals with Southern Africa and also heads Unesco's Office ;

- in Central America, *German Carnero-Roque*, appointed regional advisor, is posted to Mexico where he will also be Unesco representative ;

- in Latin America, *Luis Ramiro Beltran* retired in February ;

- in the Arab States, new regional advisor for Maghreb *Abdallah Kahlaoui* moves from HQ to Rabat, Morocco, to head Unesco's office ;

- in the Pacific, *Jim E. Bentley* moves from HQ to Apia, Samoa, as regional communication advisor ;

- in Asia, *Martin Hadlow* has taken up post in Kuala Lumpur, Malaysia, as regional communication advisor for Asia .

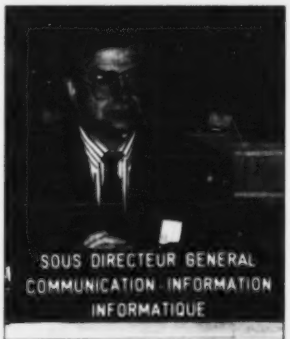
Two others changes concern the sector :

- Ms *Emily Eynon*, formerly of the Education Sector, has been appointed administrator of the CII budget ;

- Ms *Lamia Salman* El Madini, formerly of the General Programme of Information (PGI) which is now integrated into CII, heads the co-ordination and evaluation unit.

• *Mr Henrikas A. Yushkiavitshus took up his post as Assistant Director-General in charge of the new sector for Communication, Information and informatics (CII) at the beginning of September last year. Born in Lituania in 1935, he is a graduate in radio and television of the Leningrad University institute for training electronic engineers.*

*Beginning his career in 1958 as an engineer in the research laboratory of the Vilnius Television Centre, he was principal engineer in the television centre of the Lithuanian State Council for Radio and Television from 1959 to 1960. From 1960 to 1966 he directed the State Council's technological department, then served as director of the International Radio and Television Organization in Prague from*




Salvaro

*Henrikas Yushkiavitshus, Assistant Director-General for Communication, Information and Informatics.*

*1966 to 1971. He became vice-chairman of the USSR State Committee for Radio and Television in Moscow in 1971 and also directed the USSR interministerial committee for the development of radio and television, serving as a member of the interministerial committee for satellite communication, president of the international bureau of high definition TV and a member of the International Olympic Committee coordinating committee for radio, television and the media.*

**Our former colleague Frank Goodship, Unesco director of communication development from July 1985 until his retirement in April 1987, died on December 14 last year after a long illness. IPDC, in whose creation he actively participated, wishes to pay tribute to his memory.**

**Born in 1926 in Canada, Frank Goodship worked as a television producer with the Canadian Broadcasting Corporation from 1953 to 1961. Then, under Canada's technical assistance programme, he was sent to Ghana to act as principal advisor to the training project for the country's new television service. He joined Unesco as a programme specialist in 1965.**

# Stop-overs

### Africa

• Babacar Fall, programme specialist of the Communication Division, and Aram Husinec, engineer and expert in the Wanad project for the development of news agencies in West Africa, spent between October 18 and 22 in N'Djamena, Chad, to prepare the modernization project of the **Chad** News Agency (ATP), which is financed by Switzerland. In agreement with the Chad authorities, a detailed plan was worked out for the execution of the project.

This covers renovation and installation of the necessary air conditioning, then providing ATP with computers in its central headquarters and its four regional offices in Abéché, Faya, Moundou and Sahr (which will be linked to the central desk by the *Domsat* satellite used by the Post Office) and finally appointing correspondents. Printing of ATP's daily bulletin, ronetyped at headquarters, will be decentralized and modernized through terminals in the provinces equipped with printing units.

After this, ATP will be able to tackle a second stage and take part in the Canad project to develop agencies in Central Africa.

Top of the priorities in this phase are restructuring the distribution network, launching a national service integrating all the sources feeding the ATP wire, extending the central HQ and computerizing the editorial operation, training staff and providing transport, diversifying the sources of international news and finally working out a statute giving the agency the independence needed for it to develop.

• During his stay in Nairobi, **Kenya,** from December 2 to 7 1990, Morten Giersing, chief of Unesco's Free Flow of Information section held discussions with participants in the Comnet conference (1). With Valery Pisarek it was agreed that a meeting of the Centre of Mass Communication Research Documentation in Central Europe (Cecom) should be convened, taking account of the developments under way in the region.

Together with Ed M. Moyo, regional advisor for communication in East and Southern Africa, Giersing met director Atsen Ahua, Solomon Luvai and other executives responsible for commercial and technical aspects at the programme exchange centre of Urtna, the Union of National Radio and Television Organizations of Africa. The regional advisor will give his assistance to the setting up of a biennial festival of African television once Urtna is formally committed. This event, foreseen for the last quarter of next year, could include a seminar for producers, exhibition of materials and a section on assistance in commercialization. To avoid duplication, *Africa Journal* the television magazine foreseen by the African Council for Communication Education (ACCE) will leave the field to *Afrovision*, prepared by Urtna with support from the German Foundation, the Friedrich-Ebert Stiftung (FES) and in which the Visnews company and ACCE wish to be associated once the project has been redesigned.

• IPDC director Claude Ondobo, with a producer and production assistant went successively to **Zimbabwe, Kenya, Burundi** and **Cameroon** between March 4 and 21 to make a television film aimed at promoting IPDC projects in the region. They shot three hours of footage covering, in Zimbabwe, the Seanad project to develop press agencies in Southern and East Africa, Ziana, the Zimbabwe Interafrica News Agency and the rural press ; and in Kenya, production of reading materials and books for blind students at Nairobi university and the rural press.

In Burundi the IPDC director initiated the preliminary phase of the project for the modernization of production at the national press, adopted at the last Council session, before going on to Cameroon with his team to film the project for the computerization of the High School for Information and Communication Science and Technology (Esstic) and the Camnews agency.

A programme will shortly be made for broadcast on the international cable television channel CNN and a 26-minute video cassette will be produced and sent to various donors.

During his stay in Cameroon, Ondobo represented Unesco at the signing by the government of the operational plan for the Canad project for the development and computerization of press agencies in the Economic Community of Central African States (Ceeac). This is coordinated from the Camnews headquarters in Yaoundé.

(*) Funds-in-trust made available by Germany and Switzerland finance the Canad and Seanad projects and the rural press project in Zimbabwe.

DR

*Shooting at Nairobi University, Kenya.*

**Arab States**

Abdallah Kahlaoui of the Communication Division visited **Morocco, Mauritania** and **Tunisia** in early December. In Morocco he saw the second phase of projects on training and development of infrastructures at the ISJ, the Higher Institute of Journalism, in Rabat, and MAP, the *Maghreb Arabe Presse* Agency. In Tunis, Kahlaoui witnessed the take-off of the computerization project at TAP, the *Tunis Afrique Presse* Agency. In Nouakchott he visited AMP, the *Agence Mauritanienne de Presse*, to identify needs and prepare the launching of the project to create a centre for transmissions abroad. The three projects were approved by the IPDC Council's 12th session last year.



**Asia**

• During his visit to Dhaka, **Bangladesh,** from October 28 to 30, Martin Hadlow, regional advisor for communication in Asia, met the secretary-general of the Unesco National Commission, the UNDP assistant resident representative, the director general of the National Institute of Mass Communication, the director-general of primary education and journalists.

It emerged that the country's priorities were training and support for communication linked to development, to promoting literacy, health, population questions and to distance education, particularly out-of-school education. If possible, by setting up a network of small community radio transmitters.

• To set on foot the training project for the staff of the English and Nepalese language press and pub-

READEX FICHE

lishing company *Gorkhapata*, Martin Hadlow, regional advisor for communication in Asia went to Katmandu, **Nepal**, from October 26 to 28 1990.

With the director of the Nepal Press Institute Bharat Koirala, advisor to the project, it was agreed that the plan of action should be trimmed back to fit the funds allocated.

From discussions, which also took place with high Ministry of Communication officials, one priority emerged : for on-the-spot training, both inside the company and at the Press Institute, which would need to be strengthened, particularly in the fields of research (readership surveys), production of training materials and books in Nepalese and instructional audiovisual equipment.

Nepal also gave its agreement for the despatch of an expert specializing in recording popular music, a project approved at the 10th IPDC session.



**Caribbean**

• On the invitation of the government, IPDC chairman François Nordmann visited **Cuba** from December 11 to 15, going to see two projects of the Programme on site. The first is for the computerization of the *Prensa Latina* news agency, which aims at setting up a permanent link between *Latin America* and Africa via the Angolese agency *Angop* and to make of Prensa Latina a pool of the non-aligned countries press agencies for of Latin America. The second project is a regional one, concerned with graphic arts workshops at the training center for the development of images in the framework of the "Foundation for a New Cinema" created by the Colombian writer and Nobel Literature Prize winner Gabriel Garcia Marquez.

Ambassador Nordmann also had discussions with various leaders from the world of communication, including the Culture Minister Dr Armando Hart Davalos and the president of the journalists' union. He took part in different events of interest to the Caribbean and Latin American region, the meeting on audiovisual communication, the festival of the new cinema, and the fourthieth anniversary of television in Latin America, before visiting the regional office for Caribbean and Latin American culture.

**Europe**

The International Liaison Centre for Cinema and Television Schools (Cilect) held its general assembly and congress in Blois, **France**, on November 11 and 12 1990 with an important item on the agenda : the revision of its statutes and its mode of operation. In the report on activities, the part on development and technical cooperation was of special concern to Unesco : the data bank on resources in communication training ; the cinema training project in Zimbabwe, launched by IPDC and carried on with the help of the Danish development agency, Danida ; next April's conference on training in Asia and the Pacific ; the training project in cinematographic documentation for fellowship holders from developing countries. The last two receive support through Unesco's participation programme, assistance which was well appreciated.

Ms Jocelyne Josiah, programme specialist in the Communication Division informed participants of the different forms of cooperation with Unesco, concentrating on regional video coproductions and the new programmes of exchanges of young professionals which interest several institutions belonging to Cilect.

CILECT : 8, Rue Thérésienne, B-1000 Brussels, Belgium.

• The International Radio and Television Organization, whose members are drawn from Eastern Europe, held its 25th general assembly in Budapest, **Hungary**, from January 28 to February 1. Observers at the meeting came from France, Germany, Italy, Japan and Spain, from the United Nations, Unesco - represented by CII Assistant Director-General Henrikas Yushkiavitshus - the European Braodcasting Union (EBU), Asahi, the North American National Broadcasters' Association (Nanba), Intersputnik, Visnews and TVT.

Main items of work were revision of the Organization's statutes and its future activities, in other words, its very existence. Main achievements : collaboration with EBU, a prelude to an all-Europe union ; reaffirmation of the place of non-Europeans in the Organization ; the interest shown in Unesco's training programme ; and condemnation of the army action against Lithuanian television.

During the assembly, Mr Yushkiavitshus had discussions with Kiemon Oda, member of Asahi's steering committee and responsible for international relations, on coverage of the *Silk Roads* project, as well with EBU president Albert Scharf and Nanba general secretary Spencer Moore, who both agreed on participation in the informal group for aid to communication development under the aegis of Unesco.

• The director of the Communication Division, Alan Hancock, took part in the meeting of researchers on the press in Europe organized from January 27 to 29 at the Free University of Amsterdam, **Netherlands**, under the aegis of the Dutch Press Institute. In the view of the officers of the International Association for Mass Communication Research (IAMCR), the end of East-West divisions offers a chance to create an IAMCR European regional structure and immediately extend it to the whole of the continent.

Sixteen countries, representing exactly half the sovereign States of Europe, had been invited to the meeting. By the time it closed, the 36 participants had agreed to set up a light structure, of the kind of association or network, to give priority to problems of interest, in particular in exchange of information, in the lobbying function, of relays between researchers and decision-makers, of interdisciplinarity with specialists, as individuals or groups, in the fields of the mass media, information technology, telecommunications, human sciences and with culture professionals.

An enlarged conference will be convened, charged with studying proposals by a working group set up at the Amsterdam meeting.

Hancock visited IAMCR's new administrative headquarters, recently transferred from the University of Leicester in the United Kingdom to Amsterdam, which could become its permanent base.

• In Warsaw, **Poland**, from November 14 to 18, Morten Giersing, chief of the section of Free Flow of Information,

took part in three meetings of the European Institute for the Media (EIM) : an encounter between EIM fellowship holders and East European journalists, the second general assembly of the European Forum of Television and Film and EIM's East-West Committee.

During his stay Giersing had discussions with decision-makers involved in setting up the Centre for Communication in Central and Eastern Europe and with Henrik Olesen, resident representative of the United Nations Development Programme, UNDP.

The debate on the different strategies of commercial or public service programming made the Forum an interesting centre of exchanges on fundamental questions on European broadcasting. Apart from a clear project, the Forum lacks a policy for following up activity and the EIM lacks the ability to draw funds and talents needed to supply the international debate on communication.

Without resources, the East-West Committee has kept its projects for better times, limiting itself to proposing EIM as a clearing house and not as an executive body. EIM now has available a study reviewing the various options on the regulation of broadcasting. Giersing made a plea for close collaboration between EIM and the Institute for the Development of Audiovisual and Telecommunication in Europe (Idate) supported by the European Economic Community and with Unesco, in collecting data and documentation as well as on utilizing the Institute's network.

The Centre for Communication in East and Central Europe now has a building and legal statutes and is assured of material and financial assistance from the Polish government and UNDP.

**North America**

• On a recent trip to the **United States** to receive the 1990 *Emmy Award* for personal executive achievement honoring 32 years in broadcasting and communication, Henrikas Yushkiavitshus, Assistant Director-General for Communication, Information and Informatics, also took the opportunity to promote Unesco and IPDC objectives. (*The Emmy Award* is an annual distinction granted by the International Council of the National Academy of Television, Arts and Sciences (USA).

During this trip, Mr Yushkiavitshus had meetings with *Ampex Corporation* Chairman E. Bramson, *Comsat* Executive Vice-President R. Wussler, *CBS* Senior Vice-President for Technological Development J. Flaherty and many others. He explained the objectives of Unesco's communication programmes, and in particular those of the IPDC. It became clear that the action of IPDC in building up communication infrastructures in developing countries is of interest to private enterprise. The question remains, though, of how to translate this interest into concrete support for projects. As Mr Yushkiavitshus says : *"Like any media and communication man, being a bit superstitious, I don't want to jump the gun, but there are certainly possibilities"*. Further contacts are foreseen in 1991 which will hopefully produce positive results.

Also on this trip, Mr Yushkiavitshus attended a symposium on the television situation in Eastern Europe which gathered together a number of Eastern and Western personalities. The active participation of the American media representatives proved that there is a great deal of interest in the process of democratization and liberalization of the Eastern European media.

Legislation protecting broadcasting freedom is currently being drafted in Hungary and Poland. It is generally agreed that such legislation is the key to strengthening and stabilizing the democratization process in Eastern European television, radio and the written press.

However, it was also recognized that an oversimplistic attitude in this respect might lead to problems in the future.

With the possibilities offered by new technologies, there is more competition in Europe as a whole. However, there is a risk that commercial trends may diminish the time allocated to educational and cultural programmes on television and radio.

■



# On the ground

**Africa**

• Ms Christine Péronne of the Communication Division and Alex T. Quarmyne, coordinator of the Seanad project to build up national news agencies in Southern and East Africa, were in **Madagascar** from November 18 to 25 to evaluate the country's rural press project before its consolidation phase.

From the report drawn up after discussions with the Unesco National Commission, the ministers involved and the project coordinator, it emerged that :

- the central printing works and rural centres will soon have a semi-public status (the State keeping a majority share) so as to assure the project's long-term financing through sales and advertising, as already happens for the *Rasovolana* newspaper and for *Antsiva*, which is developing a publicity campaign for fisheries ;

- the project should be integrated with the general objective of developing rural communication ;

- although carried out by the Ministry of Population, Social Affairs, Youth and Sport, the project has an interministerial character, the Information Ministry being responsible for training journalists for the central unit and the rural centres ;

- fruitful intersectorial cooperation is foreseen with other projects, among them the *biosphere reserve* project managed by Unesco's MAB (Man and the Biosphere) Programme : *Rasovolana* provides the popularization of information on the environment needed by rural people to face up to the threat to their forests and wildlife and this will be taken up by the

*Marovoay* newspaper in its turn; this intersectorial action will be completed by the gathering of information by the national news agency before the major phases of the Seanad project and by the use of the rural press in launching post-literacy activities ;

- the currently difficult economic climate has not weakened engagement by the State, which is taking on operating and maintenance costs, construction of buildings and supplying them with services such as water, telephones, etc.

- among the additional resources essential to its continuation the project can count on the income the central printing works will draw from the sales of its six newspapers (there are currently three, soon to be four), the production of literacy instruction textbooks prepared by the ministries of Health, Agriculture and Stockbreeding, by non-governmental organizations and the popular education and literacy department as well as on contract work with material supplied by private or public bodies which was studied with UNDP, the Food and Agriculture Organization and produced in coedition with Unicef.

Finally, the report proposes that the professionals needed for the six newspapers and the central unit should be given on-the-spot training, while the project coordinator should be sent on a course at the Community Press Division of Mali, a project launched by Unesco and today self-supporting.



### Asia

• Television of the **Maldives** (TVOM) is soon to have a major new production facility with the addition of a multi-purpose studio to its broadcasting complex in Male'.

The studio, which will more than double the available floor area for production work, is currently under construction alongside the main TV Maldives building.

At present, television production is limited to a booth for news broadcasts and another studio, which also serves as a training area, for small-scale operations. The new multi-purpose studio will enable more extensive drama, entertainment and educational programmes to be realised.

Martin Hadlow

*In Male' : multi-purpose studio for Maldives TV under construction.*

With the assistance of an IPDC grant, educational broadcasting is one field which TVOM expects to develop more comprehensively in the future. The IPDC funds will provide equipment for the establishment of an educational television unit and for the services of a consultant to engage in initial training activities.

On a recent mission to Male', Unesco regional communication advisor for Asia, Martin Hadlow, toured the impressive new multi-purpose building with the Director-General of Broadcasting, Mr. Ibrahim Manik. It is expected that the IPDC funded equipment will be housed in the new studio, thereby allowing a range of quality educational programmes to be produced and recorded.

Radio and television broadcasting are ideally suited as delivery systems of distance education programmes in the Maldives, a nation made of many small atolls scattered over thousands of miles of the Indian Ocean.

### Latin America

• The training project in production for educational radio organizations and research bodies in the field in **Bolivia** has been completed. It was carried out by the Centre for Integration of Alternative Media (Cimca).

After audio equipment had been purchased, five accelerated courses were given for 127 persons and a workshop for 57 participants drew up a balance sheet for the action. A book *(Miners' Radio in Bolivia)* draws the lessons of the project.

### Pacific

• The third general assembly of PIBA, the Pacific Islands Broadcasting Association, in Port-Vila, **Vanuatu,** from August 7 to 10 last year decided to transfer two centres from Auckland, New Zealand as from next December : the headquarters of the *Pacific News Service* (Pacnews) is to go to Honiara, **Solomon** Islands, the base for *Pacbroad,* the scheme for the development of broadcasting in the Pacific will move to Port-Vila. The assembly also approved a revision of PIBA's statutes opening membership to privately-owned stations, as well as a two-year programme of action for 1991-1992.

During the meeting the winners of the PIBA/Radio Australia prizes were announced. Anolo Manu of Radio Tonga took first prize for documentaries with a documentary-reportage on a school for handicapped children, while in the category for singing and music the prize went to Radio Kiribati's Moia Tetoa for his programme *Composers and development.*

AMIC Bulletin (ABU News, Vol. IX, N° 6, 1990)

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## Professional Announcements

### Africa

• A *seminar on developing an independent and pluralistic African press* was held in Windhoek, capital of **Namibia,** from April 29 to May 3.

Behind the meeting are the United Nations resolution of December 11 and the new communication strategy adopted by the Unesco General Conference at the end of 1989, both of them calling for conditions to be created that favour the free flow of information. Not forgetting the emergence in several African countries of a privately-owned press in quest of independence.

The seminar's programme takes up three points : the legal and political framework, including the relationship between the civil authorities and the status of journalists ; guaranteeing economic viability in manufacture, distribution, advertising and possible private investment as well as in the field of equipment in general and more particularly of new technology ; finally, training professionals, managers, journalists and technicians.

At the end of the discussions, 60 African participants, mostly chosen from publishers and journalists in private media, some 20 observers from Africa and elsewhere, representatives of professional organizations such as the International Federation of Newspaper Publishers, the International Federation of Journalists and the International Organization of Journalists will draw up a list of needs and practical actions as well as a framework for the follow-up.

The U.N. Department of Communication, the United Nations Development Programme (UNDP), Unesco (in part through IPDC), the international development agencies of Canada and the four Scandinavian countries and the German foundation, the Friedrich-Ebert Stiftung, have financed the seminar. It can be expected that these sponsors and the professional organizations attending will announce their intellectual, technical, material or financial assistance to a press which is still fragile.

• Africa's fledgling cinema and television industry now has a structure which will help it break into the international market.

Take-off was marked last October, when for the first time there was a specifically African stand at the Cannes International Television Market.

Some 150 visitors, including channel programming chiefs, distributors, producers and suppliers of video services, visioned more than 60 films, documentaries and programmes from 15 countries. The experiment succeeded in terms of firm orders, requests for selections, contacts made for retrospective collections and video versions. And the success can be explained. Apart from the stand, a bilingual French and English catalogue - another "first" - marked the presence in the market of African production able to meet the needs of programming ; the question of rights, always a headache, was clearly settled ; entirely African productions (and not only coproductions) found buyers. Thus the French coded channel *Canal-Plus* bought documentaries on the environment and music from Zimbabwe.

Before the Cannes market, a two-day seminar brought African producers and distributors to Paris for training in the techniques and practice of their specialities, an indispensable prelude to a Panafrican audiovisual market. Programme specialists Jocelyne Josiah of Communication Division and Teresa Wagner de Reyna of Culture represented Unesco, which funded the participation of Solomon Luvai from the Nairobi office of Urtna, the Union of National Radio and Television Organizations of Africa.

From these efforts was born *Cinémas et Télévisions d'Afrique* (1), a light and autonomous structure steered mainly by African professionals which includes Cissé Films, Urtna, the Association of African Cinema Professionals, Zimmedia (Zimbabwe) and Plein Champ Communication and is open for other production companies to join. Its aim is to bring productions together, to make selections and manage formations so as to reach international norms and master the complex international law concerned in this field. Final objective is to put Africa into the international audiovisual market with a two-way thrust, North-South and South-North.

(1) Address in France : Cinémas et Télévisions d'Afrique, Plein Champ Communication, Cap 125 67, rue Robespierre 93558 Montreuil Cédex France. Tel.: (1) 48 51 69 60. Fax : (1) 42 87 33 95.

### Asia

• The quarterly Asia Media published by AMIC, the Asian Mass Communication Research and Information Centre has devoted a special number to *television in Asia, development and communication : needs for the 90s.*

Using case studies and examples drawn from India, Malaysia, Pakistan, the Philippines and Sri Lanka, the authors analyze several subjects : the problems posed by the lack ot formulated communication policies and its impact on the free expression of opinion and the improvement of results in the development process ; the rôle of the provincial press ; communication needs of private development agencies ; associating people with practical experience to research on communication linked to ways of development ; the place of television (in relation to books, cinema and the private press) in the cultural landscape and its replacement of traditional media ; finally privatization of television.

All these points are inputs to the debate on the future of television in the economic, political and socio-cultural tissue of nations. And they help redirect research towards new methods but without abandoning analysis.Extensive bibliographical notes to the articles and reviews complete the number.

*Asia Media*, Vol. XVII, N°3 1990.AMIC ; 39 Newton Road, Republic of Singapore 1130.

### Europe



• In Liège, **Belgium,** from November 4 to 6 last year, ministers of Culture from 41 French-speaking countries adopted a five-year plan (1991-1995) for the circulation of cultural goods, protection of the heritage and the linguistic furnishing of the Francophone area. Coeditions, coproductions, extending the TV5 television channel to Africa, promoting cultural centres and radio for rural areas, helping museums in developing countries and providing training will call for 90 million French francs in funding for the current year.

This programming was confirmed in Niamey, Niger, from November 22 to 24 on the 20th anniversary of the Agence de coopération culturelle et technique (ACCT), chief operator of the summits for heads of State and government who have use of the French language in common ; it coincides with the objectives of the World

Decade for Cultural Development undertaken by Unesco, which was represented at all the meetings.

ACCT : 13, Quai André Citroën, 75015 Paris. Telephone : (33 1) 44.37.33.00 . Fax : (33 1) 45.79.14.98.

**North America**

• At the end of the year, the *McLuhan Teleglobe Canada International Prize* will be awarded for the fifth time. Under the patronage of the Director-General of Unesco, the prize was created by the Canadian National Commission for Unesco and the *Teleglobe Canada* company, a branch of *Memotec Data* which specializes in advanced technologies connected to international telecommunications (satellites, optical and coaxial submarine cables) and which provides the financing of the 50,000 Canadian dollars awarded with a commemorative medal. Every two years the prize rewards an individual or a team (but not institutions, organizations or companies), chosen preferably from academics, journalists and artists, for an exceptional contribution to a better understanding of the influence of the media and communication technology on society, the arts, science and culture of today.

The prize is aimed at prolonging the memory, and above all, the researches of Herbert Marshall McLuhan, professor at the University of Toronto who died in 1980, aged 69. This theoretician, author of such wellknown works as *The Gutenberg Galaxy, Understandintg the Media* and *The Massage is the Message*, introduced communication as an academic discipline and invented expressions that are now in common use, like "the global village" and "the medium is the message".

The first four winners of the prize were the Colombian Luis Ramiro Beltran, Unesco regional advisor for communication in Latin America, in 1983 ; the Italian semiotician and writer Umberto Eco, author of *The Name of the Rose* (1985) ; the Israeli sociologist of communication Elihu Katz (1987) and, in 1989, Pierre Schaeffer of France, creator of modes of expression and of audiovisual communication.

Candidates must be proposed by Unesco National Commissions, who are limited to three per country. Closing date for entries is April 30 and results are announced in October/November so that the award ceremony may take place in Ottawa, Canada, on December 4, 1991. Proposals, in English or French (except for examples of publications), must be accompanied by a biographical note and a photograph, the detailed list of achievements with copies of the most important works, a short appreciation of the work submitted to the jury in the light of the prize's aims and an application form duly completed.

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# Publications

• Following the 1989 publication in collaboration with the International Federation of Libraries and Archives of Maurice B. Line's original study in English, Unesco's General Information Programme (PGI) has brought out a French version, *Bibliothèques et services d'information, besoins nationaux, solutions, rôle des bibliothèques nationales.*

Far from serving as a guide to the national planning of libraries and information services, the publication takes its inspiration from Guy Sylvestre's *Guiding principles for national libraries*, which it completes through its analysis of needs which can, and should, only be met at national level. It deals with the collection and safekeeping of national publications, including unpublished documents such as MSS and audiovisual recordings. It covers creation of, and access to, notices on the publications, criteria for constituting national stocks or funds, access through exchanges, catalogues and guides. It looks at the advisory function in specialized libraries and centres of information, planning and coordination in training, research and development ; priorities ; means of work, especially electronic means ; advantages and drawbacks of centralization or decentralization ; solutions adapted to six type countries, from the big advanced country to the small developing one.

• *Unesco's Statistical Yearbook* has just appeared, under a sober green jacket. As each year, the figures, the graphics and the tables deal with Unesco's fields of competence in communication, culture, education and science, drawing on 200 countries and territories, principally the Organization's Member States and Associate States.

While the presentation remains unchanged in comparison with the past, the *Yearbook* prudently refrains from giving figures for the numbers of radio and television receivers, restricting itself to percentages for continents and major regions. It might also be regretted that there is a lack of coverage for the latest technology - audiovisual, satellite communication, and data processing equipment - although their numbers are increasing exponentially. This is perhaps why six tables, considered obsolete and with no real significance because of their too rapid variation, have been dropped : post-graduate education ; specialized newspapers and periodicals ; visits, income, expenditure and staffing of museums ; performing arts establishments, professional or amateur troupes according to speciality ; scientists and engineers working in research and development ; and details (collections, loans, expenditure and staffing) of national public and specialized libraries. All this said, the *Yearbook* remains up to its own standards : in other words, one of the world's more interesting data bases.

*(*) Unesco Statistical Yearbook*, Unesco 1990; 350 french francs. IBSN 92-3-002708-1.

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**IPDC NEWSLETTER** is published by the IPDC Secretariat : 1 rue Miollis, 75015 Paris (France) Editor: **Claude Ondobo**. Telephone: (1) 4568 4198. Telex: 20 44 61 F or 27 06 02 F. Fax : (1) 45 67 43 58 (Unesco CII). Statistics and data: **Valeri Nikolski.** Secretariat: **Margaret Horeau**, **Nadine Brevern**, **Anna Grundmann** and **Winifred Tennakoonge**. English edition : **Antony Lewis.**
**IPDC NEWSLETTER** is produced with contributions from the Communication Division (Sector of Communication, Information and Informatics). Director: **Alan Hancock.** Unesco regional communication advisors: Nairobi, **Alonso Aznar** (East Africa); Apia, **Jim E. Bentley** (Pacific); Mexico, **German Carnero-Roque** (Central America); Kuala Lumpur, **Martin Hadlow** (Asia); Rabat, **Abdallah Kahlaoui** (Maghreb); Kingston. **Rafiq A. Khan** (Caribbean); Yaoundé, **Johnny McClain** (Central and West Africa); Windhoek, **Ed M. Moyo** (Southern Africa); Amman, **Adnan Salem** (Middle East). Programme specialists: **Morten Giersing, Carlos A. Arnaldo, Georges Dupont-Henius, Babacar Fall, Jocelyne Josiah, Gervasio Kaliwo, Christine Péronne.**
Production: **nê Mboma.**

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